LITEMAX
Sunlight Readable LCD!

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LITEMAX
STA1713/STA2922
Transpixel

Digital signage 17.2"/29.3"

Transparency LCD Display

(1st Edition 6/14/2012)

All information is subject to change without notice.

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RECORD OF REVISION

Version	Date	Description	Remark
V1.0	5/22/2012	Initial Release	

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1.0 GENERAL DESCRIPTION

1.1 Overview

STA1713/2922 is an innovative market-leading transparency LCD integrated digital multimedia display system. Combines compact, intelligent signage controllers and state of the art displays all centrally controlled by user-friendly central management system. STA1713/2922 is an innovative ultra-wide, sunlight readable, LCD display. it provides transparency LCD panel with specific aspect ratios for digital signage, public transportation, exhibition hall, department store, and vending machine. This User's Manual provides all the information can help you use.

1.2 Key Features

- Transparency LCD digital signage
- High Brightness 500 nit Display
- Ultra Wide Screen (16 :6)
- LED Backlight
- Simple to Install, Manage and Use
- Easy to update content by USB drive
- Slim Bezel
- Plug & Play

1.3 Application

- Wide variety of retail
- Product showcases
- Freezer doors
- Vendor doors
- Platform doors

1.4 General Specifications

Model No.	**STA1713**	**STA2922**
Panel size	17.2"	29.3"
Display Area	409.8 x 153.6 mm	697.68 x 261.5 mm
Brightness	500 cd/m^2	350 cd/m2
Resolution	1366 x 512	1366 x 512
Aspect Ratio	16 : 6	16 : 6
Contrast Ratio	1000:1	2500:1
Pixel Pitch (mm)	0.3 x 0.3	0.51075 x 0.51075
Viewing Angle	170°(H), 160°(V)	176°(H), 176°(V)
Display Colors	16.7M	16.7M
Response Time (Typical)	3.7 ms	6.5 ms
Playback Function	Video, Music, Photo	
Video Codec	MPEG-1,2,4/ WMV9 / SMPTE 421M	
Audio Formats	MP3 (No speaker hole cannot be used)	
Image Format	Bmp / Jpg / Png	
Storage	SDHC card	
I/O Interface	USB, IR remote	
Speaker	NA	NA
Power Consumption	35W	71W
Dimensions (mm)	497.4(H)x211.8(W) x 224.5(D)	802.2(H)x323.9(W) x 271.6(D)

Operation Temperature	0 ℃ ~ 50 ℃
Storage Temperature	-20 ℃ ~ 60 ℃

※ Specifications subject to change without notice.

Note :
- Acrylic cover on the display , touch screen optional.
- The showcase front frame can be changed color.

1.5 Product Content

- STA1713/2922 Transparency LCD
- AC adapter & power cable
- 8G SD card / Remote Control

Product Packing

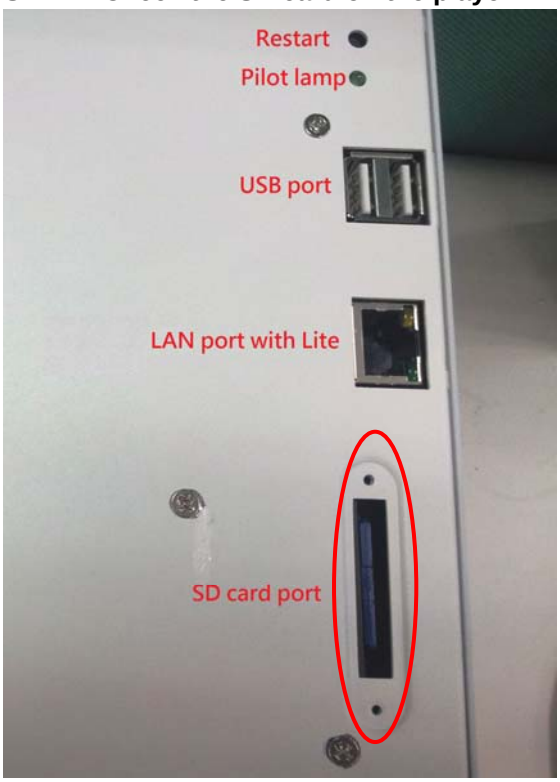
TBD

STA1713/2922 x1

Remote Control x 1

1.6 Setting up the STA1713/2922 & Basic Operations

STEP 1 Check the SD card on the player。



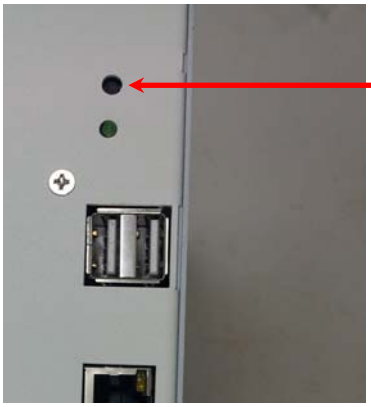
STEP 2 Plug the Power Cable。

STEP 3 Copy and paste the media file in the root directory of the USB flash drive.
Note : Only putted media file in USB flash drive, so as not to interfere with playback.

STEP 4 Connect USB flash drive

Connect the USB flash drive to the USB port of the digital signage player. Restart the player. The player will copy the files. After the copying is done, please remove the USB flash drive from the USB port.

Insert an USB flash



Push a “restart button” , restart the player

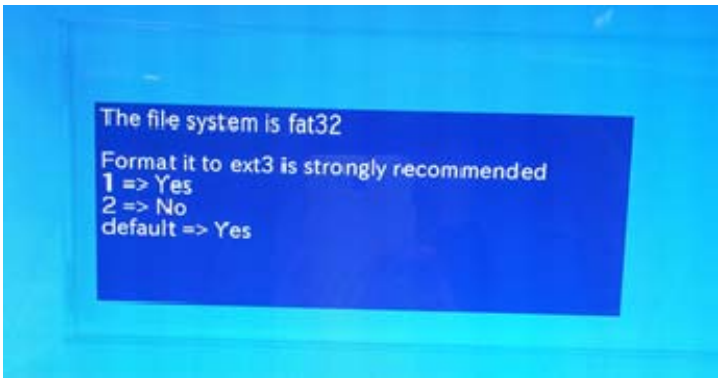
STEP 5 Begin Playing

Blue screen will come out for 45 second to 1 min then shows the default。

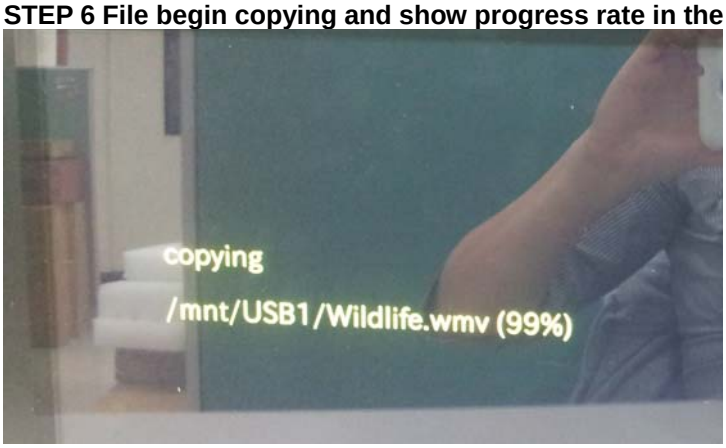
Default pattern

Note:

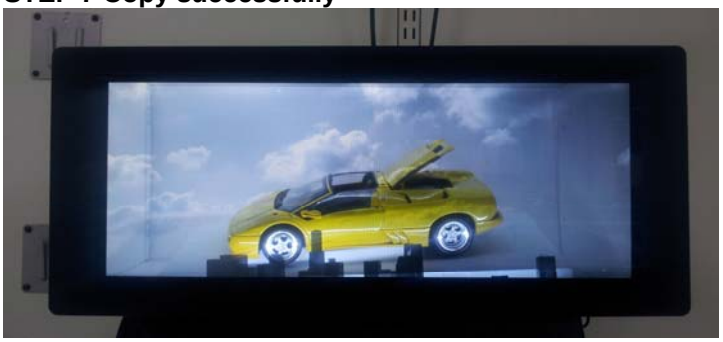
- IF SD card is FAT32 format, it will show bellow information and you must change the format to EXT3.
- Please use remote select “1 => Yes”, it can be auto run and restart the system.
- IF you wait over 1min, please press the restart bottom wait 45 second to 1 min until the blue screen will come out again and shows the default.
- Operating Step 2 to Step 4 and repeat Step 5.
- OSD size is not fit the display; please use the control remote press ⇦ button to fit display.



STEP 6 File begin copying and show progress rate in the monitor.



STEP 7 Copy successfully



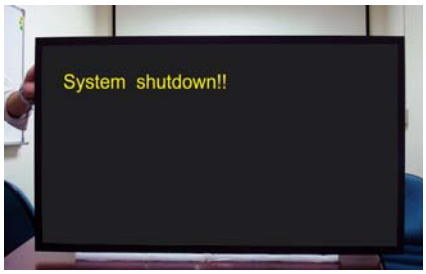
STEP 8 After the media file is copied, the Digital Signage Player will automatically play your media file.

STEP 9 Update media content

To update media content, go back to step 4.5 and update the player with the new media content.

STEP 10 Shutdown the player

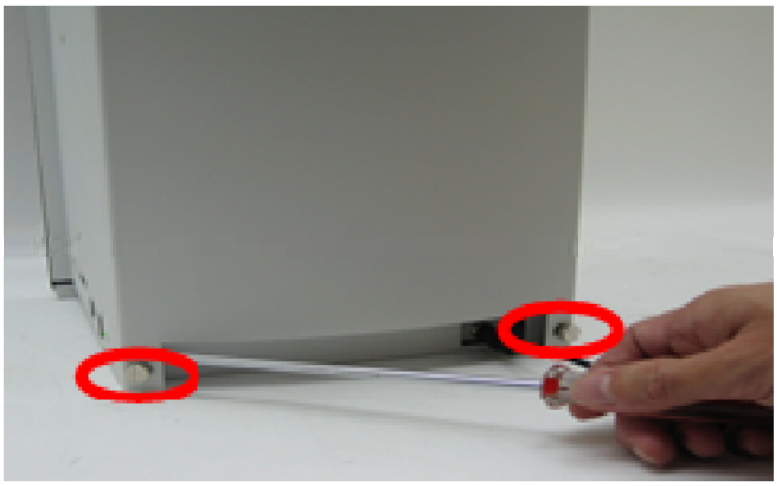
If you want to shut down the player, please press the “Power” button on the remote。

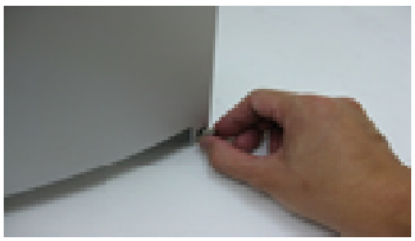


1.7 Show your sample and easy replace

This paragraph will tell you how to show your product in STA1713/2922 .Follow the step you will use easily.

STEP 1 Loose screw in the back bezel below.





STEP 2 Pick up the back bezel

STEP 3 Put into sample

STEP 4 Close back bezel & tighten the screws

2.0 Media Play Set up

2.1 Supported Formats

- Video:

- MPEG-4.10 (H.264) BP@L3, MP@L4.0, HP@L4.0
- SMPTE 421M (VC-1) MP@HL, AP@L3
- WMV9 MP@HL
- MPEG-2 MP@HL
- MPEG-4.2 ASP@L5 (up to HD, 1-point GMC) MPG, MPEG 1/2/4, ASF, AVI, VOB, DivX, WMV, TS, MP4

- Audio: Mp3 (No speaker hole can not be used)

Note: if only audio is played, the screen is blank and there will be sound only.

- Image: BMP / JPG / JPEG / PNG

- HP@L4: High Profile（1,280×720@68.3fps 1,920×1,080@30.1fps）
- MP@HL: Main Profile（1280x720@60fps, 1920x1080@30fps）

2.2 Media File Name

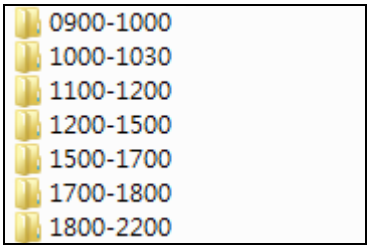
The Player treats files with uppercase and lowercase letters differently. E.g. "A.jpg" is not the same as "a.jpg". The files are listed using ascending order. If there are capitals and small letters, the player will play the files with capital letters and then the files with small letters. The Player supports Japanese, Chinese, and English file names.
Note: Do not use the symbol “&” because your file cannot be played with this symbol.
Example pictures:

2.3 Daily Schedule

To make a daily schedule, you can save a media file in the root directory of the SD card. If you need to play a media file at a scheduled time, create a new folder first. The name format for the folder is hhmm-hhmm. hh = 24 hours time format, mm = minutes.

Example:
Add a new folder named 0830-1400, the player will then play the media file in the folder from 8:30 AM to 2:00 PM.

Example pictures:



Entering 0900-1000 file name means the media file in this folder will be played from 9:00 AM to 10:00 AM
Entering 1000-1030 file name means the media file in this folder will be played from 10:00 AM to 10:30 AM
Entering 1100-1200 file name means the media file in this folder will be played from 11:00 AM to 12:00 PM
Entering 1200-1500 file name means the media file in this folder will be played from 12:00 PM to 3:00 PM
Entering 1500-1700 file name means the media file in this folder will be played from 3:00 PM to 5:00 PM
Entering 1700-1800 file name means the media file in this folder will be played from 5:00 PM to 6:00 PM
Entering 1800-2200 file name means the media file in this folder will be played from 6:00 PM to 10:00 PM
Note: in the example above there is not a play session scheduled between 10:30 AM to 11:00 AM. In this case, the player will play the default media file you saved. If there is not a default media file, it will display the "Welcome" screen.

2.4 Picture File Format and Effects

Picture file format
The Player supports JPG, BMP and PNG formats. The Player will automatically adjust your Picture file, whether it is 460x290 or 1920x1200, to fill the full screen, which is 1920x1080.

Note :
IF your picture file is not 1366x512 format, please changed file to fit 1366x512 format and vertical blank space filling white to 1920x 1080.
Example pictures:

2.5 Picture file play effect

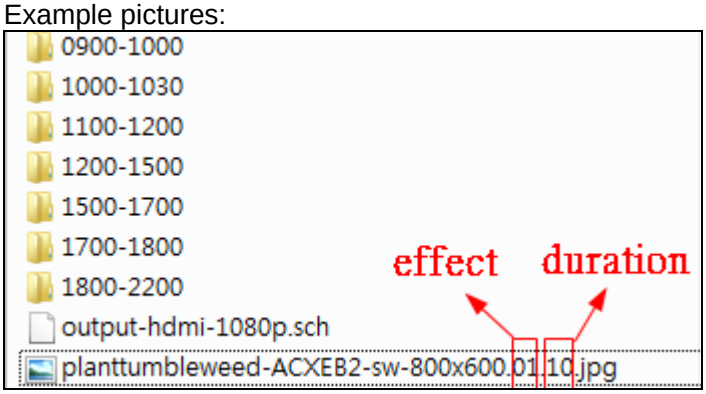
The default pictorial effect screen rotates randomly every 5 seconds. The Player supports file names that show designated seconds before playing an effect. The format is: filename.nn.mm.jpg. nn is the number for effect and mm is the time (in seconds) before playing the next effect. If nn = 03, the Player will play the effect numbered 03. If mm = 12, it is 12 seconds. Ex. Test01.03.12.png.

Note: if you enter Test01.03.121.png, 121 seconds is not the correct format and the configuration fails. The Player will only play the default effect settings.

Picture file playing effect number chart

Effect no	Transition Effect Name
1	CHANGE
2	FLY_UP
3	FLY_DOWN
4	FLY_LEFT
5	FLY_RIGHT
6	SCROLL_UP
7	SCROLL_DOWN
8	SCROLL_LEFT
9	SCROLL_RIGHT
10	Sequence From Left
11	Sequence From Right
12	Sequence From Top
13	Sequence From Bottom
14	Snake From Left
15	Snake From Right
16	Snake From Top
17	Snake From Bottom
18	Random Shuffle
19	Clock Wise Shuffle
20	Clock Wise Shuffle_Inner
21	Counter Clock Wise Shuffle
22	Counter Clock Wise Shuffle_Inner
23	FLY_UP_MULTI
24	FLY_DOWN_MULTI
25	FLY_LEFT_MULTI
26	FLY_RIGHT_MULTI
99	**Random (default)**

Example pictures:



01 means the Player will player effect 01 and 10 means for 10 seconds.

2.6 Digital Signage Player Configurations

Configure "OFF"
The Player uses empty off folder for configuration setting. The folder name for off configuration is hhmm-hhmm-OFF

Note: hhmm uses the 24 hour format. You can only use capital letters for OFF. And you can add several off configurations in the player. The configuration supports like 2100-0700-OFF setting that means off from 9:00 PM to next 7:00 AM.

Example picture:

Notes:
The way to remove the OFF setting is deleting the hhmm-hhmm-OFF folder in USB. And use this USB to update players.

Before the player turns off, the monitor will show the warning message (Warning! System will off xxxx sec.); if you manually turn on in the turning off duration, the monitor will also show the same warning message (Warning! System will off xxxx sec.), and immediately turns off.

Player remote control

3.1 Player remote

The Player remote control allows you to access and configure the mediaplayer via the player on-screen display (OSD), as well as turn the Player off and control the audio output.

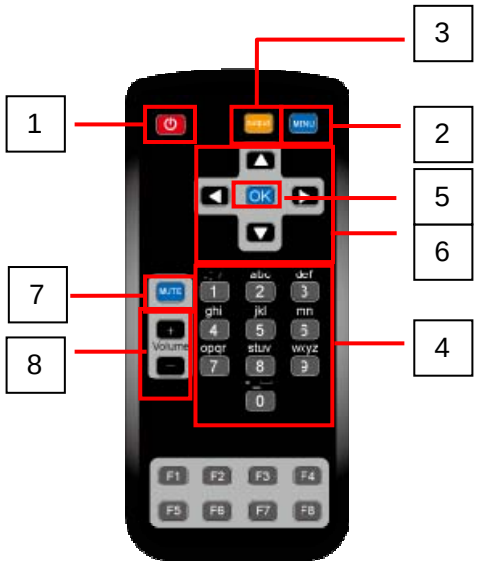


Figure 1. Player Remote

No.	Item	Name	Function Description
1		Power	Turns the device off
2		Menu	Opens the On-Screen Display (OSD)
3		Output key	None function
4		Keypad	The keypad in conjunction with the output key is used to enter numeric and alphanumeric data into fields on the OSD.
5		Enter	The enter key saves data keyed into a field.
6		Arrow keys	The arrow keys move the cursor through the menus and the fields in each menu item.
7		Mute	None function
8		Volume	None function

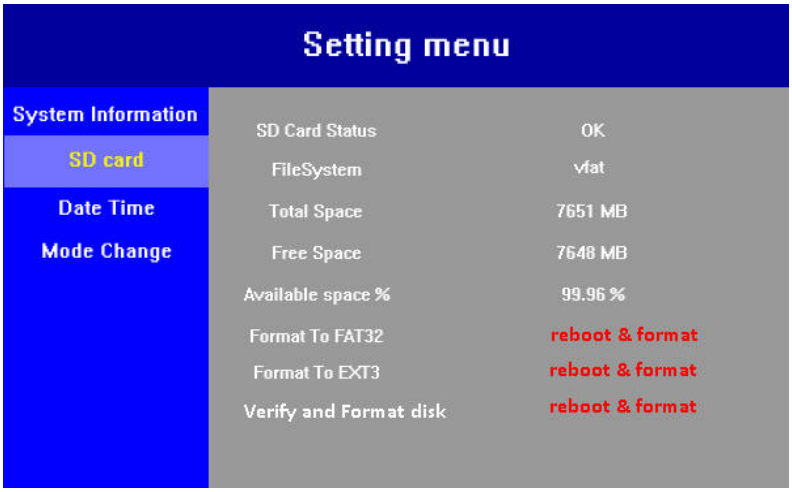
3.2 Menu Information

Press the Menu key on the remote control and the screen menu displays. It displays Kernal version, firmware version, current time (Date/Time). (Output), PIC version and length (seconds) for booting (UP T).

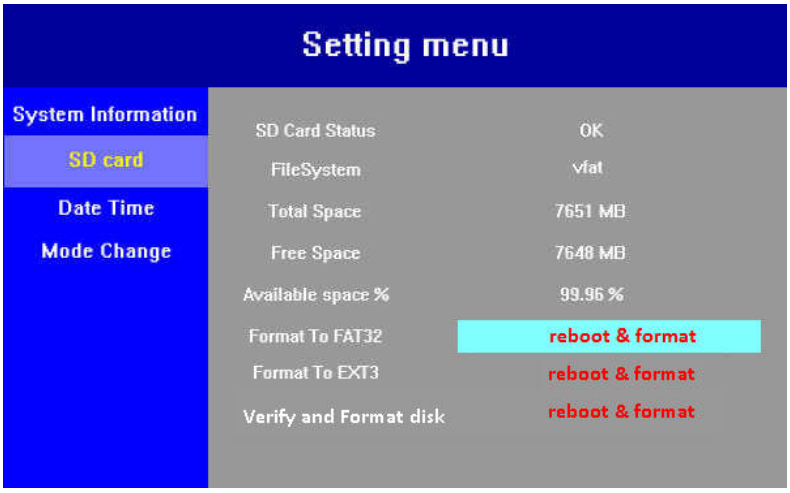
Example picture:

3.3 Confirm SD card status and perform (Format)

The screen provides the SD's status for the user as reference. It includes the status of the SD card, file system, total space, free space and available space. To format the SD card, use the remote control to turn on "Menu", use the down arrow to highlight "SD card". Then press the right arrow to move to any space on the format that you want to change (FAT32/EXT2). Press Enter to format.
Example pictures:

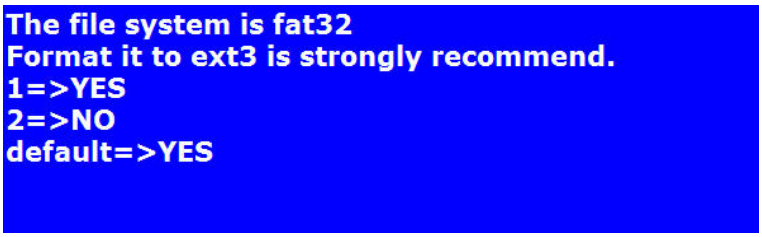


(Press the right arrow to display status and then press enter again to format SD card.)

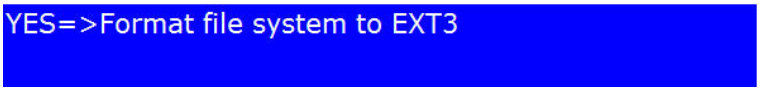


Note: When SD is connected to the player's port, player will check the SD card's file system. If the SD card's file system is FAT32, not EXT3, the player will automatically do formatting the SD's file system to **EXT3.**

Example pictures(1):



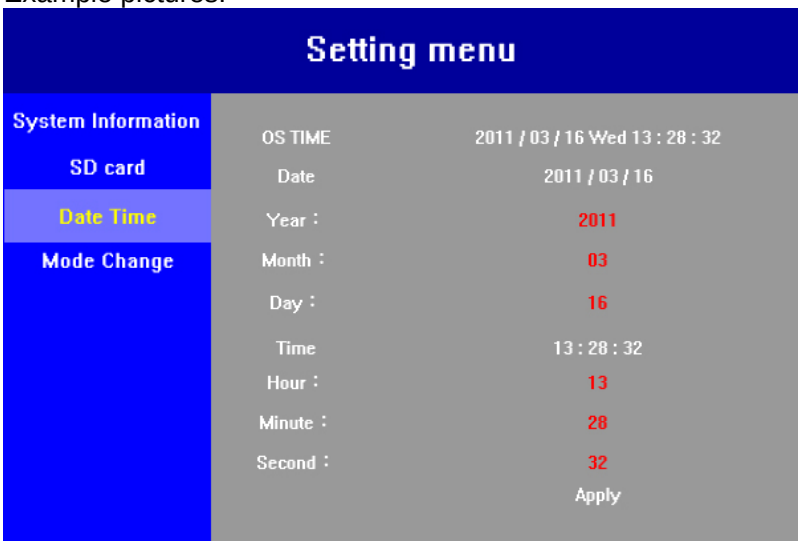
Example pictures(2):



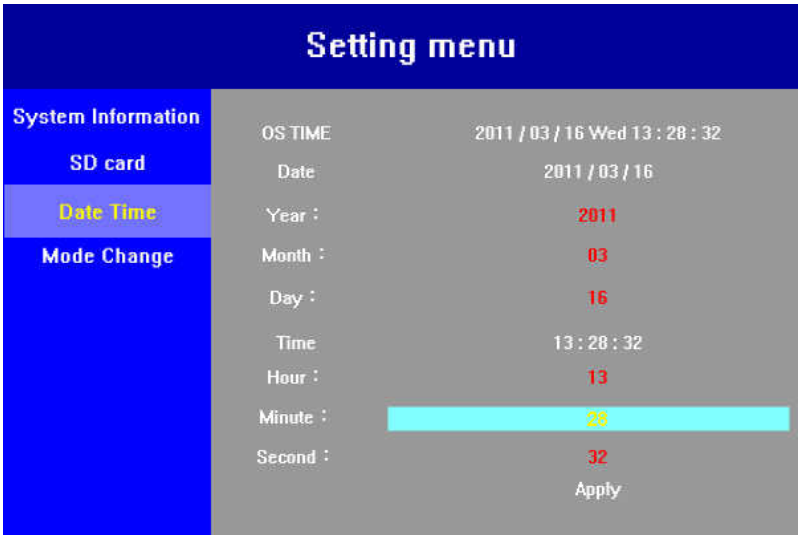
3.4 Change Date Time

Use your control to open "Menu" and use down arrow to move to "Date Time". Then press the right arrow to move to any field for Date Time (Year/Month/Date/Hour/Minute/Second). Press enter and the area highlighted in light blue will be highlighted in black and you can make changes.
Note: after making the changes, press "Apply" to set.

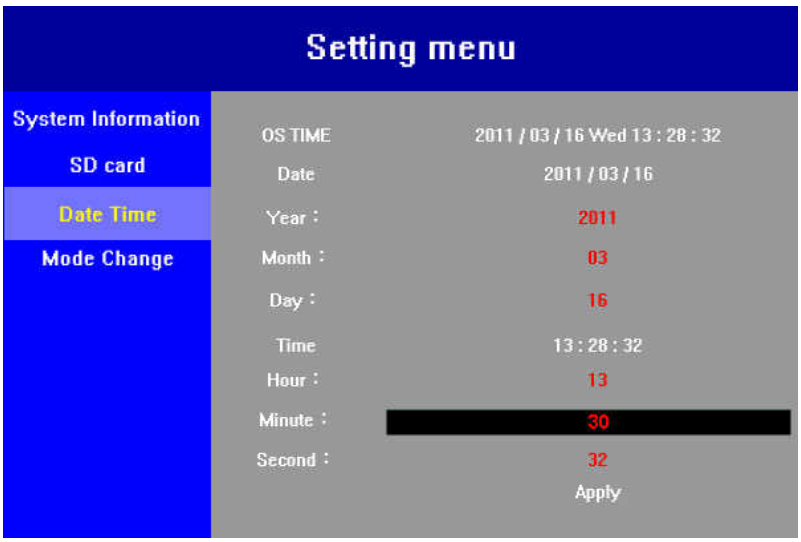
Example pictures:



(Press the right arrow to display status)

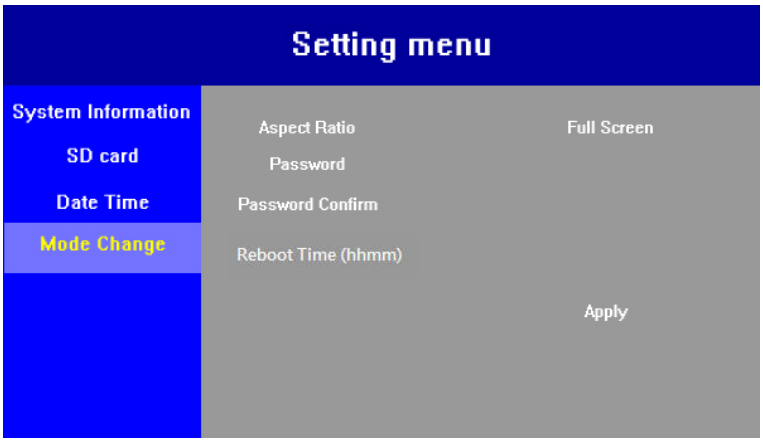


(Press enter to make the status change possible. After making changes, press enter to save)

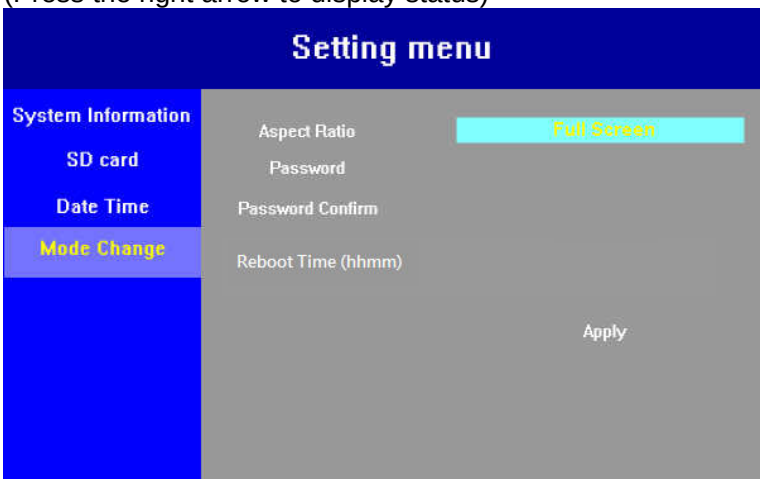


3.5 Change Aspect Ratio

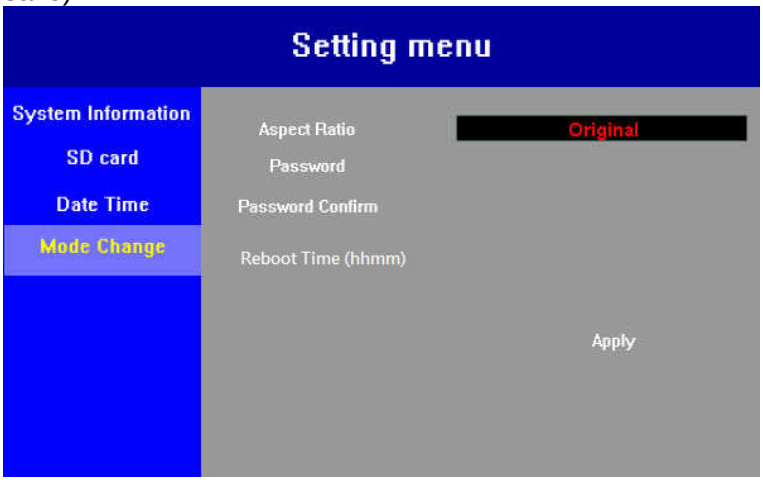
Use your control to open "Menu" and use the down arrow to move to "Mode Change". Then press the right arrow to move to Aspect Ratio. Press enter and the light blue highlighted area will change to black. Use up/down/left/right to select **Original** or **Full Screen**.
Note: after making changes, press "Apply" to save. The screen displays as follows:
Example pictures:



(Press the right arrow to display status)



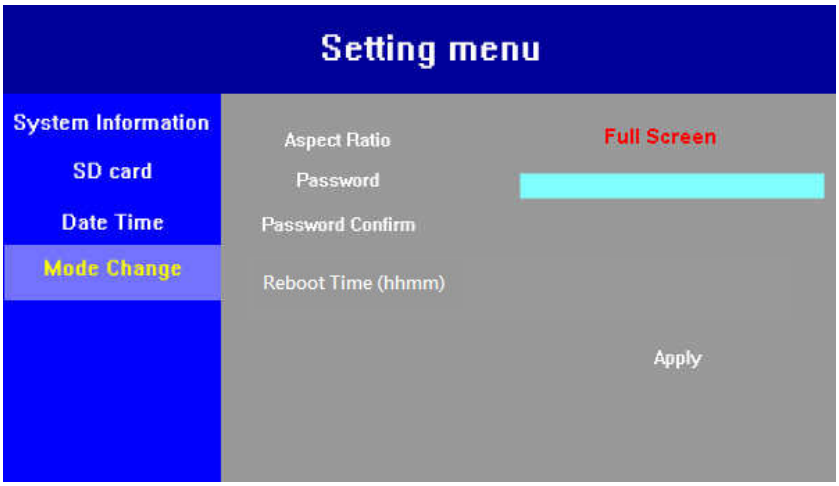
(Press enter to make the status change possible. After making changes, press enter to save)



3.6 Lock Menu Password

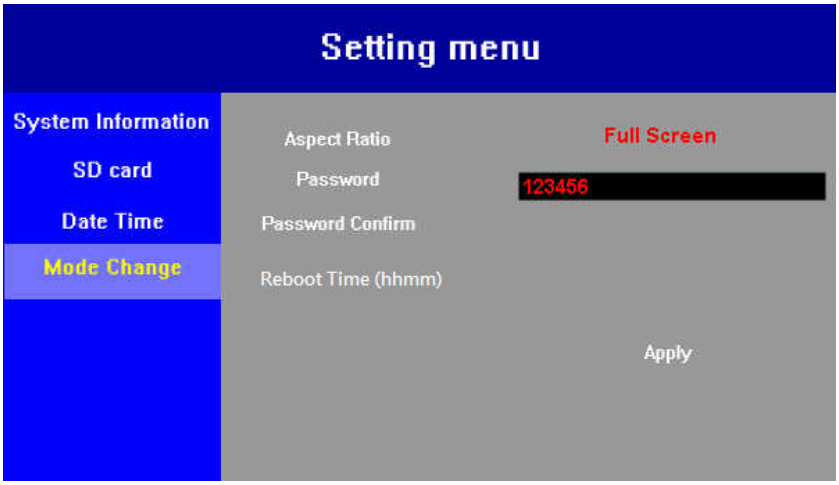
Set/lock Password
Use your control to open "Menu" and use the down arrow to move to "Mode Change". Press the right arrow to move to "Password", press Enter to change the light blue highlighted area to black, then enter the password. Enter the password again in the Password Confirm field below to confirm. Note: after making changes, press "Apply" to save.
After the configuration takes effect, you must enter a password when you use Menu, Output or when turning off the machine. After the password is recognized as correct, you can use the desired function.
Example pictures:

(Press the right arrow to display status)



(Press Enter to change the password. After making changes, press Enter to save)

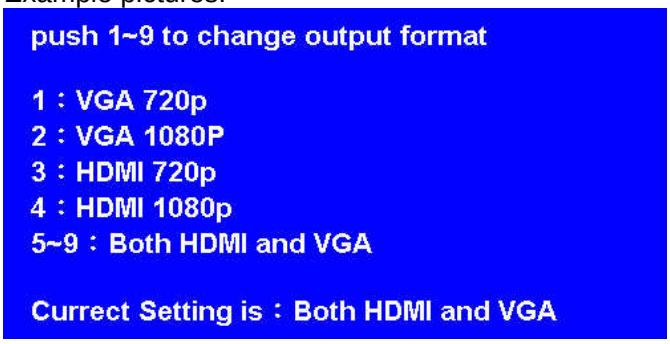
Note: The password has a maximum length of 6 digits



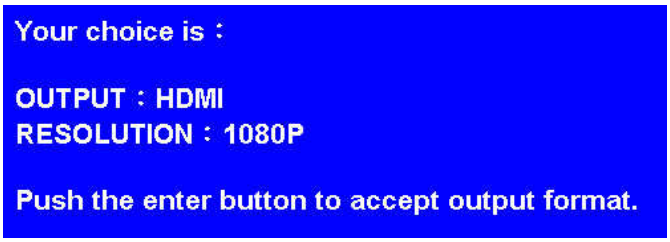
Cancel set password
To cancel password, clear password in the "Password" field and press "Apply" to save.

3.7 Change output type

Press Output on your remote control. The screen displays as follows:
Example pictures:



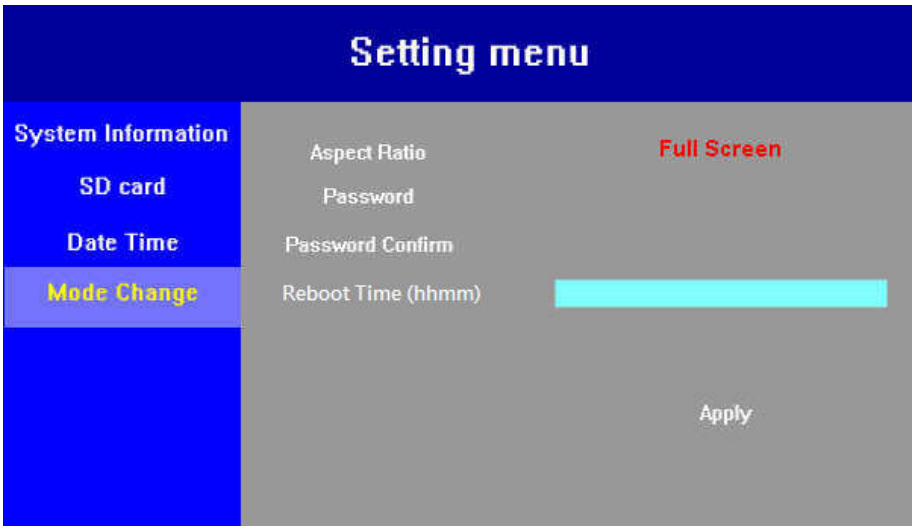
(Select the desired output type, press the number key and the screen will display the configuration you selected)



3.8 Configure Daily Reboot Time

Use your Remote Controller to open "Menu" and use the down arrow to move to "Mode Change". Press the right arrow to move to "Reboot Time (hhmm)", press Enter to change the light blue highlighted area to black, and then enter the reboot time. The Daily Reboot Time format is hhmm (hhmm is 24 time format). Note: after making changes, press "Apply" to save.

Note: If you want to cancel the Reboot Time configuration, please input 9999 in this field to cancel the previous setting. After you input 9999, remember to press "Apply" to save.
Example pictures:



3.9 Copy and Erase

When you restart the Player, the system will compare the content on the USB flash drive and the content on the SD card and automatically erase additional files in the SD and copy the files on the USB flash drive to the SD.

Example:
If there are 4 files, A, B, C, and D on the SD card, and 5 files, C, D, E, F, and G on the USB flash drive, the System will delete A and B on the SD and copy E, F, and G to SD

3.10 Firmware update

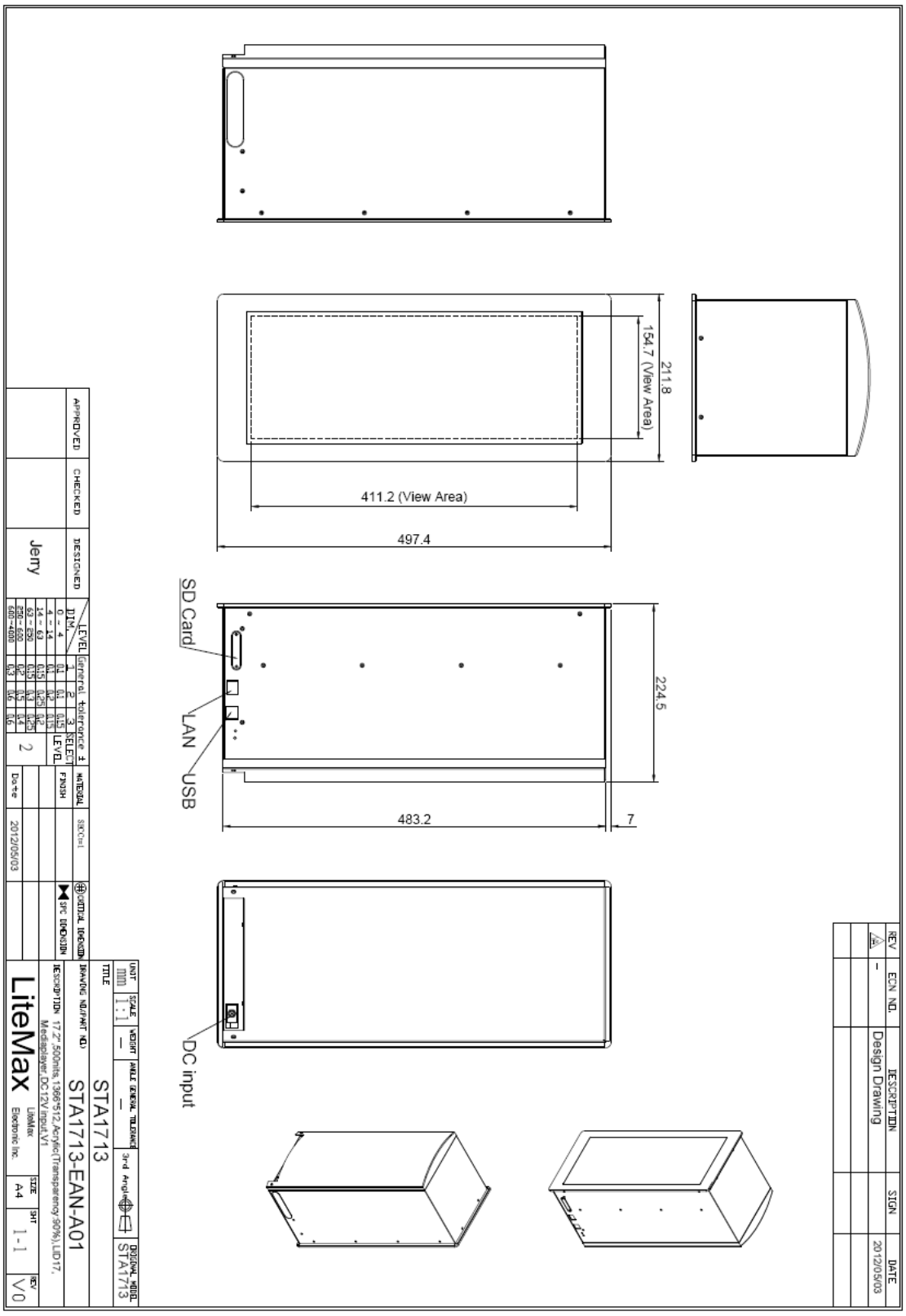
When you need to update the firmware, there must be a /home/update folder on the USB flash drive to perform a firmware update. After plugging in the USB flash drive into the USB port, restart the Player and it will automatically perform a firmware update. When the firmware is being updated, no copy & delete may be performed.

3.11 Delete all files on the SD card

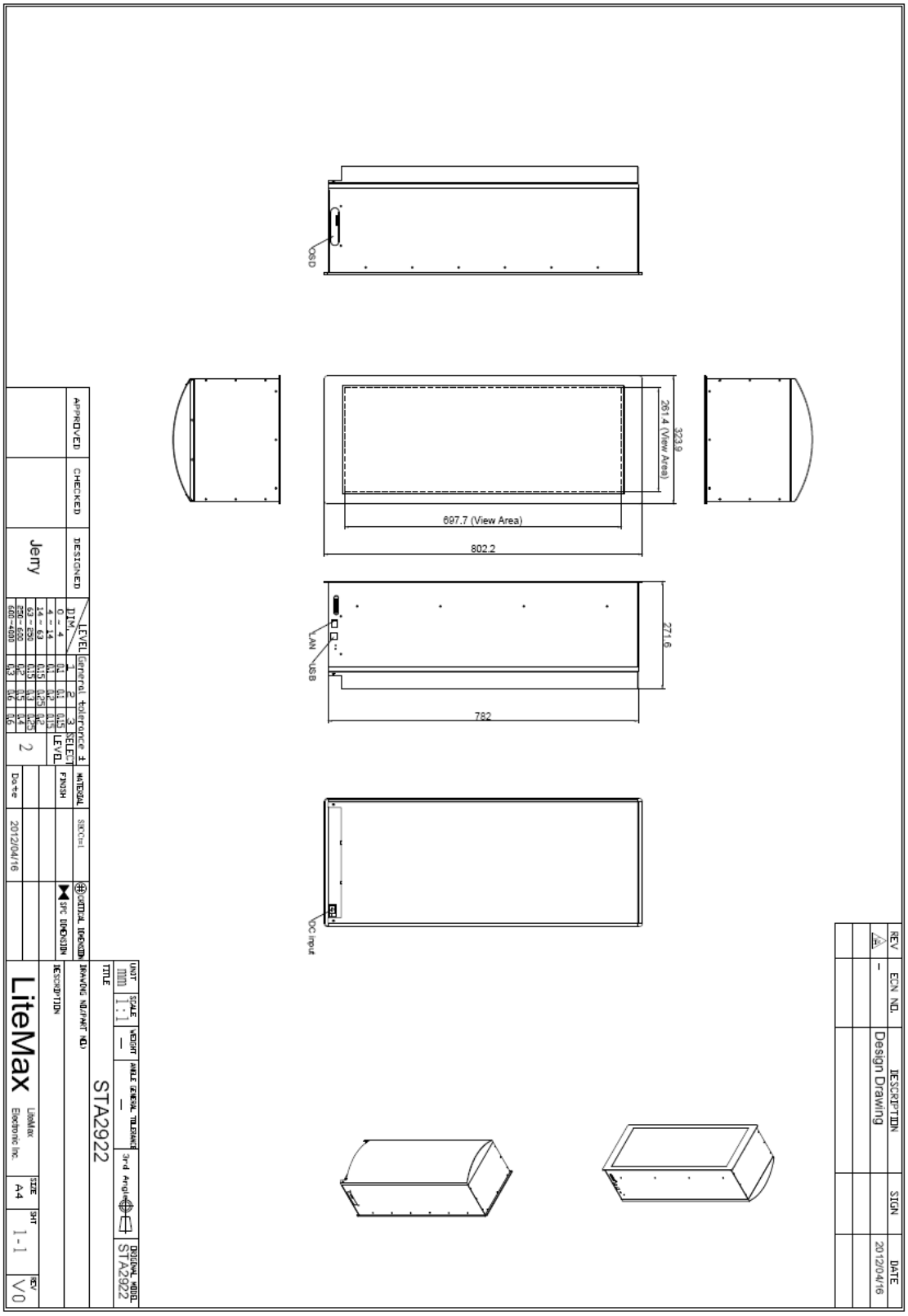
If an empty USB flash drive is connected to the USB port and the Player is restarted, the Player will delete all media files on the SD card. The Player will display the default "Welcome" screen.

4.0 MECHANICAL CHARACTERISTICS

STA1713 MECHANICAL SPECIFICATION



STA2922 MECHANICAL SPECIFICATION



REV	ECN NO.	DESCRIPTION	SIGN	DATE
–		Design Drawing		2012/04/16

APPROVED				
CHECKED				
DESIGNED	Jemy			
LEVEL / DIM.	General tolerance ± 1	2	3	SELECT LEVEL
0 ~ 4	0.1	0.1	0.15	
4 ~ 14	0.1	0.1	0.2	
14 ~ 63	0.15	0.25	0.3	
63 ~ 250	0.15	0.2	0.3	
250 ~ 630	0.2	0.3	0.4	
630 ~ 4000	0.3	0.4	0.6	
2				
MATERIAL				
FINISH				
Date				
2012/04/16				
SKCheel				
DIGITAL DIMENSION				
SPEC DIMENSION				

LiteMax	LiteMax Electronic Inc.	SIZE A4	SHT 1-1	REV V0
DESCRIPTION				
DRAWING NO./PART NO.				
TITLE	STA2922			
UNIT mm	SCALE 1:1	WEIGHT —	ANGLE GENERAL TOLERANCE —	3rd Angle
ORIGINAL MODEL STA2922				